

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

February 1, 2010 – April 30, 2010

University of Washington

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Executive summary

This quarter combined a visit to the Greater Midwest Region for teaching two classes and an overview of OERC services with active marketing and preparation for future teaching at the Medical Library Association annual meeting and at MLA chapter meetings. Summaries of NEPR and Community Day interviews and focus groups were completed, distributed to participants for approval, and provided to the regions and NNO. Participation in Outreach Connections: Native Health Information activities continued, as did distribution of OERC publications. OERC staff coordinated two meetings of the Evaluation Liaison group. While providing services this quarter, the OERC also focused on preparation for the future, as planning for the proposal for a 2011-2016 contract hit high gear.

Classes and consultations

TABLE 1. Classes and consultations

2/1/2010	Olney	Consultation: OERC training sessions at MAC	Kristine Alpi, MLA Mid-Atlantic Chapter, Baltimore, MD
2/1/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT
2/4/2010	Barnes	Consultation: University of Pittsburgh medical librarian distance education	Neil Rambo, PNR, Seattle, WA
2/5/2010	Olney	Consultation: Evaluation Series training sessions	Christianne Pinell-Jansen, University of Mississippi Medical Center, Jackson, MS
2/5/2010	Olney	Consultation: MAR member focus groups	Sue Hunter, MAR, New York, NY
2/9/2010	Olney	Consultation: MAR member focus groups	Kate Oliver, MAR, New York, NY
2/23/2010	Barnes	Consultation: Evaluation liaisons teleconference	Evaluation liaisons, NNO, Bethesda, MD
3/5/2010	Olney	Consultation: HIL study - questionnaire validity	Jean Shipman, MCR, Salt Lake City, UT
3/15/2010	Olney	Consultation: NER outreach project	Sabrina Kurtz-Rossi, NER, Shrewsbury, MA
3/17/2010	Olney	Consultation: MAR member focus group (RAC report)	Sue Hunter, MAR, New York, NY
3/18/2010	Olney	Consultation: AEA paper proposal for MAR's Appreciative Inquiry Project	Sue Hunter, MAR, New York, NY
3/22/2010	Barnes, Leskovec	Training: Community Assessment	Ruth Holst, GMR, Chicago, IL
3/23/2010	Barnes	Training: Data Collection	Ruth Holst, GMR, Chicago, IL
3/26/2010	Barnes	Consultation: Outreach Connections	Claire Hamasu, MCR, Salt Lake City, UT

4/2/2010	Barnes	Consultation: Measuring Your Impact	Betsy Kelly, MCR, Salt Lake City, UT
4/7/2010	Olney	Training: Clever Evaluation	Sue Hunter, MAR, New York, NY
4/8/2010	Barnes, Olney	Consultation: CA state library online training	Kelli Ham, PSR, Los Angeles, CA
4/16/2010	Olney	Consultation: OERC training	Bill Pierce, MS Institute for Improvement of Minority Health and Health Disparities in the Delta Region, Jackson, MS
4/27/2010	Olney	Consultation: Evaluation liaisons teleconference	Evaluation liaisons, NNO, Bethesda, MD

Web site

No web site changes or updates this quarter. The OERC web site and blog continued to receive a substantial number of visits.

Dissemination of effective practices

Susan Barnes continued to participate as a member of the Outreach Connections: Native Health Information Steering Committee and Promotion Subcommittee. As a portal to listings of outreach projects for native communities, Outreach Connections provides a path to information about effective outreach practices for these communities. Susan was invited to contribute an article about Outreach Connections to the Journal of Hospital Librarianship and she began working on this article with co-authors Claire Hamasu and Barbara Nail-Chiwetalu.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC’s goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

Susan Barnes co-taught the Community Assessment class with Jacqueline Leskovec, taught the Data Collection class, and presented an overview of OERC services for the NN/LM Greater Midwest Region’s outreach librarians from resource libraries with which GMR has subcontracted. Susan and Cindy Olney prepared for teaching classes at the Medical Library Association annual meeting in May, and continued to work with various MLA chapters on providing classes at annual chapter meetings. Susan contacted chapters in all regions about OERC classes and the following chapters have expressed strong interest in including classes with their fall, 2010 meetings: Middle Atlantic Chapter, Southern Chapter, South Central Chapter, Midwest Chapter, and MidContinental Chapter. The Medical Library Group of Southern California and Arizona and the Northern California/Nevada Medical Library Group are also very interested in an OERC class at their Joint Meeting that will take place in early 2011. Susan and Cindy have divided these opportunities between them; each will teach at three chapter meetings, Cindy at the Middle Atlantic Chapter, Southern Chapter, and South Central Chapter and Susan at

the other three. Perhaps because the chapters where Cindy will teach are larger and offer more classes to their members, she will be teaching multiple classes: two at the Middle Atlantic Chapter meeting and three at the South Central Chapter meeting. Susan and Cindy also began working with Bill Pierce at the Mississippi Institute for Improvement of Minority Health and Health Disparities in the Delta Region (Delta Regional Institute) to provide the Data Collection workshop via webinar to Institute partners in July 2010. The Delta Regional Institute, an SE/A network member, partners with health and community-based organizations to address health issues in the Delta region, which includes Mississippi and parts of Alabama and Louisiana. Cindy Olney continued to coach Sue Hunter in developing a report for the MAR Regional Advisory Committee about the network member focus group findings. She and Sue Hunter submitted a paper proposal about this project for the American Evaluation Association's annual conference (to be held November 2010 in San Antonio, TX).

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Publications:

The OERC distributed 83 sets of the *Planning and Evaluating Health Information Outreach* booklets and 10 copies of the *Measuring the Difference* guide. Susan Barnes served as a reviewer for an article about logic models that had been submitted for publication in the *Journal of the Medical Library Association*.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

The OERC coordinated and led two Evaluation Liaisons meetings this quarter. On 2/23, Michael Boer from Web-STOC described the ongoing usability review of the National Emergency Preparedness & Response Toolkit web site and Susan Barnes provided an overview of the Survey Methodology class she attended that was taught by Don Dillman, an internationally renowned expert in survey research. On 4/23, Betsy Kelly led a review of activities and a discussion related to the Measuring Your Impact: Using Evaluation for Library Advocacy class.

Evaluation:

Susan Barnes and Cindy Olney discussed with Angela Ruffin the OERC response to recommendations received by the OERC review team as a result of the Center review that took place in September, 2009 and received support for their plans. Susan provided input to Angela Ruffin regarding the OERC's portion of the agenda for the RML Directors' meeting in May, and Cindy Olney created reports of the NEPR regional activity and the Community Day pilot project evaluations for presentation at that meeting.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

OERC staff shared summaries of focus groups that had been conducted with participants from the three Community Day pilot sites (Brunswick, ME on 11/10; Sarasota, FL on 11/12; and

Oklahoma City, OK on 11/30) and interviews of the managers of these projects. The participants provided feedback and approval; these summaries were then distributed to the National Network Office and to the three regions that had been involved.

Susan and Cindy also worked on recruiting network members to participate in NEPR focus groups during the MLA annual meeting in May. They obtained from the regions' ADs names of network members who had participated in regional preparedness activities, task forces, or committees; assisted the ADs with providing these network members with a message to introduce the work that the OERC is doing, and began to contact the network members regarding their availability. The OERC decided to experiment with the Livescribe Pulse Smartpen for use with taking electronic notes and making audio recordings of these focus groups.